

Notice of References Cited	Application/Control No. 09/915,029		Applicant(s)/Patent Under Reexamination FELDTEN, GUY W.	
	Examiner Jonathan G. Sterrett		Art Unit 3623	Page 1 of 2

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	V	Haithman, Diane, "The new TV season Attention Shoppers: Fall TV shows are Here Networks and Retailers team up in cross-promotions to trumpet new season; but will viewers buy it?", Aug 20, 1989, Los Angeles Times, pp.1-5, ProQuest ID 66529044.
	W	Berkman, Sue, "Sunburst creates videos to ease family tensions", Westchester Country Business Journal, Aug 1998, Vol. 37, Iss. 35, p.1, ProQuest ID 44876190.
	X	Mullen, Megan, "The Pre-History of pay cable television: An Overview and Analysis", Mar 1999, Historical Journal of Film, Radio and Television, Vol. 19, Iss. 1, p.39, ProQuest ID 40332563.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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	K	US-			
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